



Marketing Humber
delivered by **Bondholders**

WELCOME TO
Pathways to Success: the
Humber's vision for skills
during economic recovery

Supporting Skills Humber 2021

Bill Walker, Chair, Marketing Humber





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Rt Hon Justine Greening
**Founder of the Social Mobility
Pledge & Former Education
Secretary**





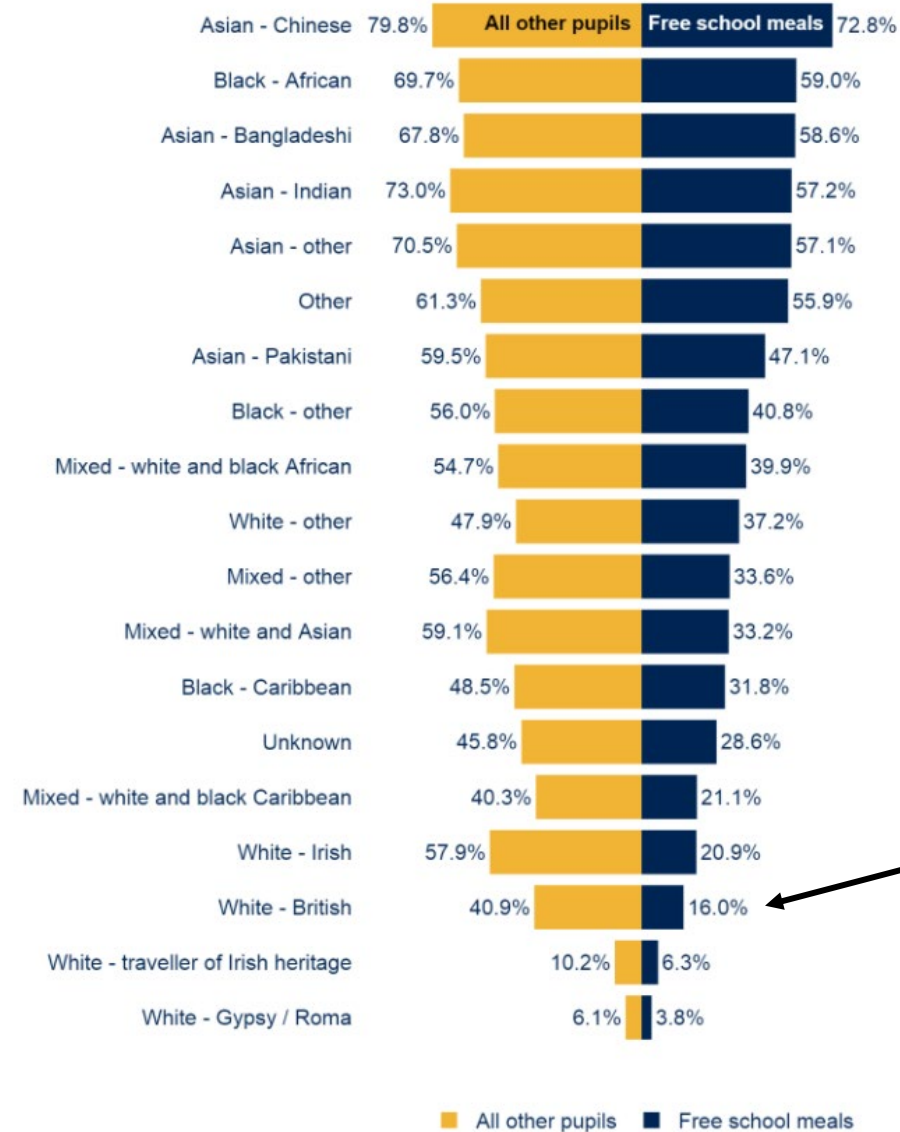
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Anja Hazebroek
**Director of Marketing and
Student Recruitment,
University of Hull**





Proportion of pupils in England starting higher education by age 19 in 2018-19



- Just 16% of white British students who receive free school meals start HE vs overall state school progression rate (by age 19) of 66.3%
- 25 percentage point gap between entry rates for white British students who are and are not eligible for free school meals



Parliamentary constituencies with the highest proportion of postcodes in neighbourhoods with low higher education participation

Parliamentary constituency	Number of postcodes in the constituency	Number of postcodes in POLAR4 quintiles 1 and 2	Proportion of postcodes in low young higher education participation areas (POLAR4 quintiles 1 and 2)
Nottingham North	1871	1871	100.0%
Barnsley East	2507	2507	100.0%
Great Yarmouth	2623	2623	100.0%
Sheffield, Brightside and Hillsborough	1946	1855	95.3%
Kingston upon Hull East	2043	1927	94.3%



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Lowell Williams
Interim Principal & CEO,
Hull College

On behalf of Chris Malish
(Principal & CEO)





**Building an
emerging vision...
looking to the
future.**

Lowell Williams on behalf of Chris
Malish (Principal & CEO)



Looking to the Future We need to:

- **Be more technical and differentiated.**
- **Understand our general and specialist products.**
- **Develop an extensive offer at levels 3,4 and 5, particularly targeted at specialist areas.**
- **Build career pathways in specialist areas with seamless levels of progression from L2 to L7.**
- **Engage more with employers with a focus on co-design and delivery of advanced and higher level apprenticeships.**



Let's not forget our dual mandate.

- Individuals with **low level skills**.
- Duty to combat persistent **low level unemployment**.
- **JCP mandated** learners.
- Learners with **SEND**.



The Emerging Vision?

- **Refocussed** curriculum.
- New **technical progression** pathways.
- City centre **learning quarter**.
- **One estate** approach.
- **Invitation to other providers** to develop their estate with us.
- Collaborating fully in **regional structures**.

A need for system leadership.

A Living Campus in the City Centre



Review Our
Curriculum

Review Our
Estate

Opportunity
to Bid for
Capital
Development
Funds



Working with Employer Partners to:

- **Review:** the current curriculum
- **Understand:** the needs of business
- **Plan:** for future careers

Living Sustainably

The Institute of Building Technologies

In partnership with local employers and agencies.

Leading to careers in:

- Design Engineering
- General Construction
- Building Surveyor
- Quantity Surveyor
- Building Energy Management
- Re-fit and Retro-fit
- Equality and Diversity



Living Well

The Institute of Health and Life Sciences

In partnership with local employers and agencies.

Leading to careers in:

- Nurse
- Paramedic
- Midwives
- Lab Technician
- Health Care Support Worker
- Occupational Therapist
- Digital Health Technician
- Retail & Hospitality
- Leadership & Management

General provision offered under this umbrella:

- Hairdressing and Beauty Therapy
- Catering and Hospitality
- Fitness



Living Profitably

The Institute of Professional Studies

In partnership with local employers and agencies.

Leading to careers in:

- Accountancy
- Actuary
- Business Consultant
- Event Management
- Sales and Marketing
- Solicitor



Living independently

The Institute of Inclusion

In partnership with local employers and agencies.

Leading to careers in:

- Retail
- Council work
- Administration
- Hospitality

Specialising in:

- Independent living
- Supported Internships



Living Creatively

The Institute of Arts

In partnership with local employers and agencies.

Leading to careers in:

- Live and hybrid events
- Project planner
- Performer
- Artist
- Event Management
- Exhibition work
- CGI
- Design
- Marketing & Business Development
- PR & Global Communications



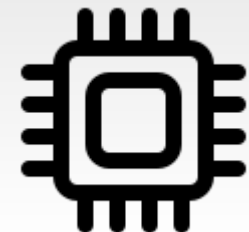
Living in the future

The Institute of Digital Technology

In partnership with local employers and agencies.

Leading to careers in:

- Cyber Security
- Digital Engineer
- Designer
- Games Design and Programming
- Robotics





Thank You

For more information, please contact Chris Malish on
Christopher.malish@hull-college.ac.uk



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Billie McLoughlin
Young Talent Network
Ambassador





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Sophie Lee, Judith Meza & Sam Brown

Young Talent Panel Session



SUBMIT YOUR QUESTIONS

Use the Q&A tab below or raise your hand



Panellists

- **Host:** Billie Mcloughlin, Young Talent Network Ambassador
- **Graduate:** Sophie Lee , Consultant, City Care & Shared Agenda
- **Entrepreneur:** Judith Meza, Young Persons Youth Enterprise Champion, Hull City Council
- **Apprentice:** Sam Brown, Mechanical Engineering Apprentice, Drax



NEXT EVENTS

Save the dates:

- Humber Business Week Launch – 7th June
'Global Britain, Local Jobs: what freeports means to you.'
- Next Gen Events @ Biz Week – TBC 7th-11th June



Download our **Marketing Humber app** to receive event information directly to your mobile!

